

GEELY

吉利汽車控股有限公司

GEELY AUTOMOBILE HOLDINGS LIMITED

Corporate Presentation

June 2013



全球鷹
GLEAGLE



帝豪
EMGRAND



英伦汽车
Englon Automobile

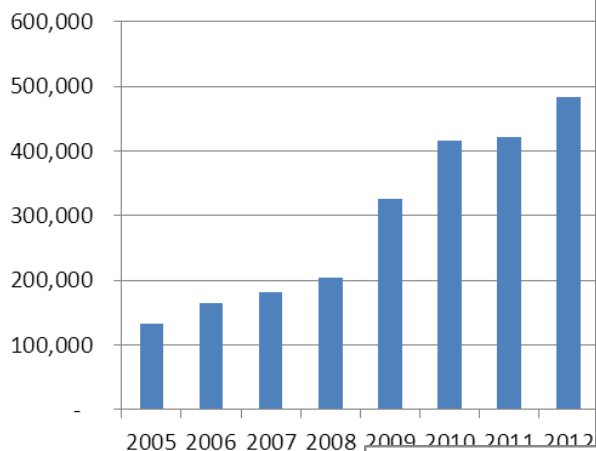
Year started:	1998
Total workforce:	18,512 (on 31/12/2012)
Manufacturing facilities:	9 car plants in China
Products:	14 major sedan models under 5 platforms
Distribution network:	981 dealers in China, 37 sales agents, 43 sales and service outlets in 37 oversea countries
2012 sales volume:	483,483 units (22% 5-year CAGR)
2012 revenues:	US\$4 billion
Market Capitalization:	US\$3.8 billion (at 14 June 2013)



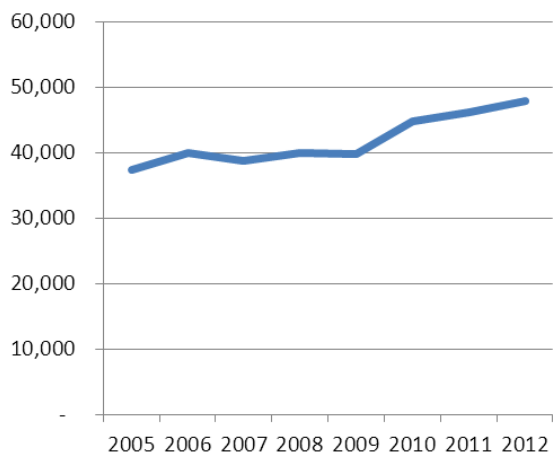
- ❖ **Management-owned, market-driven**
- ❖ **Cost effective supply chain**
- ❖ **Professional management team**
- ❖ **Abundant intellectual resources**
- ❖ **A vertically integrated operation**
- ❖ **Experience and track-record in China**
- ❖ **Strong cooperative relationship with Volvo Car**



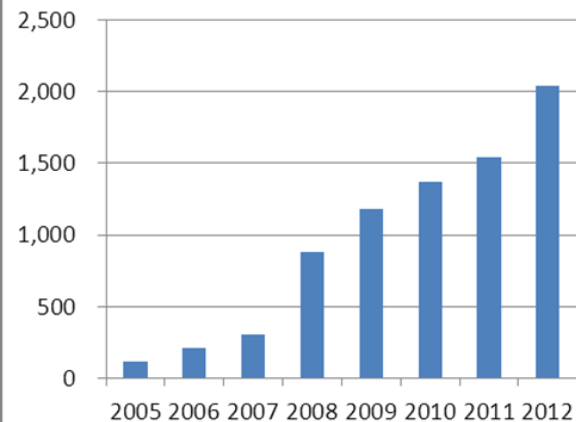
Annual Sales Volume



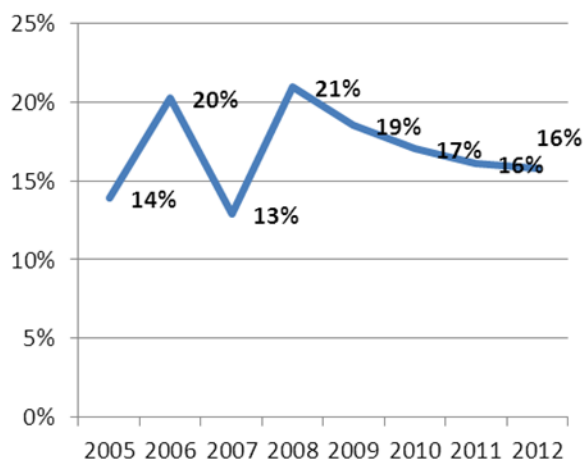
Average Ex-factory Price



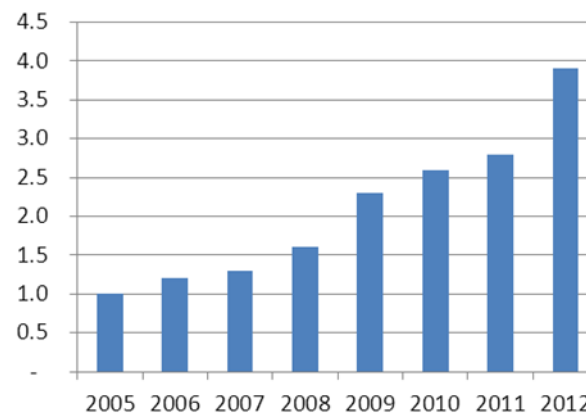
Net Profit



Return on Equity






Cash Dividend Per Share (HK Cents)



Products	Platform and modular architecture; Focus on powertrain technology; In-house international design capabilities and philosophy with Chinese inspiration; Joint product architecture with Volvo Car; Partnership to speed up new energy product offerings; Strategic alliances to upgrade component supplies
Services	1,000 dealers in China; 37 exclusive oversea sales agents; An independent servicing franchise chain; Financing and used car trading
Branding	Three product brands tailored to different customer segments in China; Single brand for export markets

1998 - 2007	2007 - 2010	2011 onwards
<ul style="list-style-type: none"> • Market share • Fast Growth 	<ul style="list-style-type: none"> • Multi-brand • Platform Strategy 	<ul style="list-style-type: none"> • Globalization • Sustainable Growth • Brand Management



Brand	Models	2012 sales vol.	No. of dealers (12/2012)
 全球鹰 GLEAGLE	Geely Panda GX2 Free Cruiser Vision GC7 GX7	176,999	324
 帝豪 EMGRAND	EC7 EC7-RV EC8	155,274	297
 英伦汽车 Englon Automobile	Kingkong SC7 SC5-RV SC3 SC6 SX7	151,210	360



全球鹰
GLEAGLE



Free Cruiser



Vision



GX2



GC7



GX7



帝豪
EMGRAND



EC7



EC7-RV



EC8



英伦汽车
Englon Automobile



SC3



SC5-RV



SC6



SC7



SX7



英伦汽车
Englon Automobile

Engine size:	1.3L (5M/T)
Dimension:	4267/1680/1440
Wheelbase:	2434
Maximum output:	63Kw/6000rpm (1.3L)
Retail prices:	RMB40,800-47,800





英伦汽车
Englon Automobile

Engine size:	1.5L (5M/T)
Dimension:	4342/1692/1435
Wheelbase:	2502
Maximum output:	75Kw/5800rpm (1.5L)
Retail prices:	RMB53,800-60,800



搜狐汽车
auto.sohu.com



帝豪
EMGRAND

Engine: 2.0L, 2.4L GeTec Engine
Transmissions: 5MT, 6MT, DSI 6AT
Dimension: 4905/1830/1495
Wheelbase: 2805
Retail prices: RMB99,800-209,800





英伦汽车
Englon Automobile

Engine size:	1.8L, 2.0L, 2.4L
Transmissions:	5MT, 6AT
Dimension:	4553/1833/1700
Wheelbase:	2661
Maximum output:	119kw/5700rpm (2.4L)
Retail prices:	RMB92,800-129,800



EX8



EV8



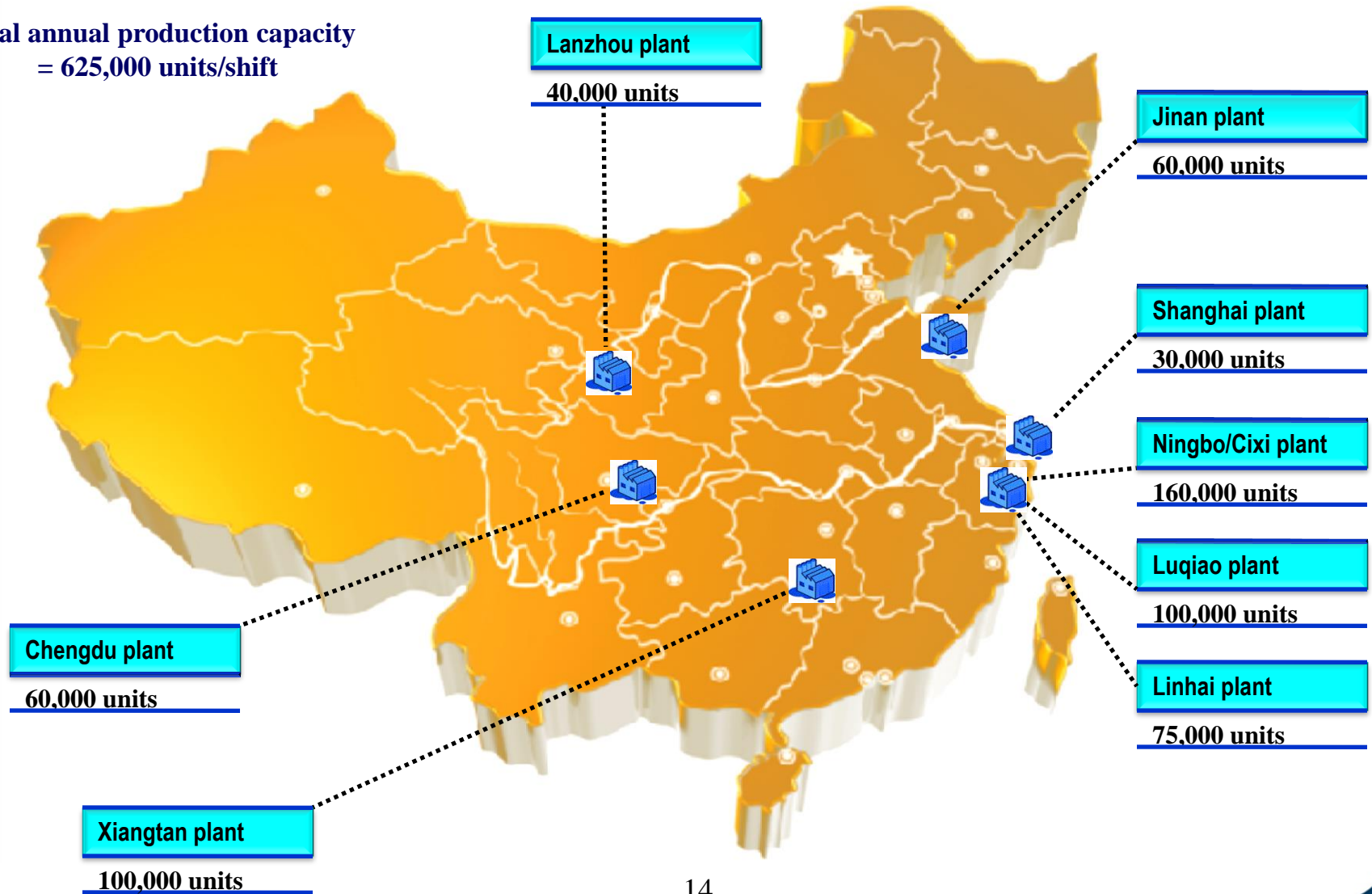
EC7



SX7



Total annual production capacity
= 625,000 units/shift



Y/E Dec. (RMB m)	2012	2011	YoY change
Sales volume (units)	483,483	421,611	+15%
Turnover/Revenue	24,628	20,965	+17%
Gross margin	18.5%	18.2%	+2%
Operating margin ratio*	11.5%	11.9%	-4%
Profit after tax	2,069	1,716	+21%
Attributable profit	2,059	1,543	+33%
Diluted EPS (RMB cents)	26.57	19.20	+38%
Cash dividend/share (HK cents)	3.90	2.80	+39%
Shareholders' equity	12,906	9,582	+35%
Net cash/(debt)**	1,750	-1,517	-

* Operating margin ratio = (Pre-tax margin before finance costs , share-based payments and results of associates)/turnover

** Net (debt)/cash = all cash /bank deposits – all bank borrowings – convertible bonds

Year	Test	Models	Ratings
2009	C-NCAP	Geely Panda	5 star (45.3 pts)
2010	C-NCAP	Emgrand EC7	5 star (46.8 pts)
2011	Euro-NCAP	Emgrand EC7	4 star
2011	C-NCAP	Emgrand EC8	5 star (49.6 pts)
2012	C-NCAP	GLEagle GX7	5+star (50.3 pts)





**J.D.Power Asia Pacific
2012 China Customer Service Index (CSI) StudySM**

Brand	Points#	Overall Rank [^]	Sector Rank [*]
GLEagle	865	12	1
Englon	861	14	2
Emgrand	850	17	4
Industry Average	832		

based on a 1,000-point scale

[^] a total of 68 passenger vehicle brands were examined

^{*} ranking amongst indigenous brands in China

Source: J.D.Power Asia Pacific 2012 China Consumer Service Index (CSI) StudySM

Overall: 228,920 units, +22% YoY

Domestic: 187,819 units +19% YoY

Exports: 41,101 units +39% YoY



帝豪
EMGRAND



EC7

72,057 units +47% YoY



英伦汽车
Englon Automobile



KingKong

24,069 units -37% YoY



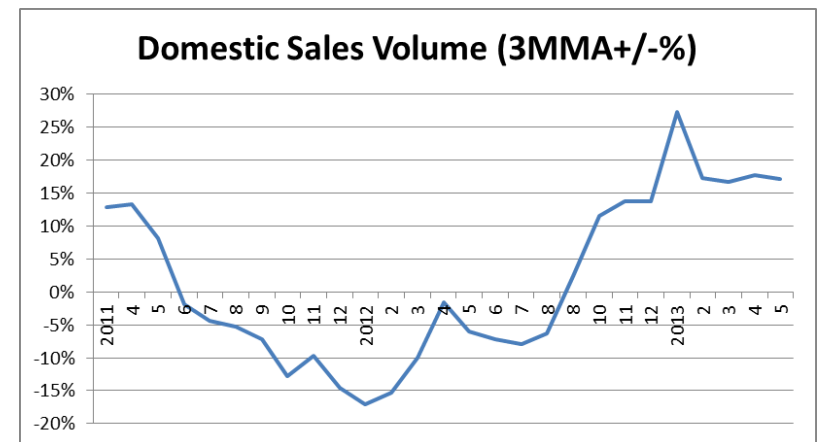
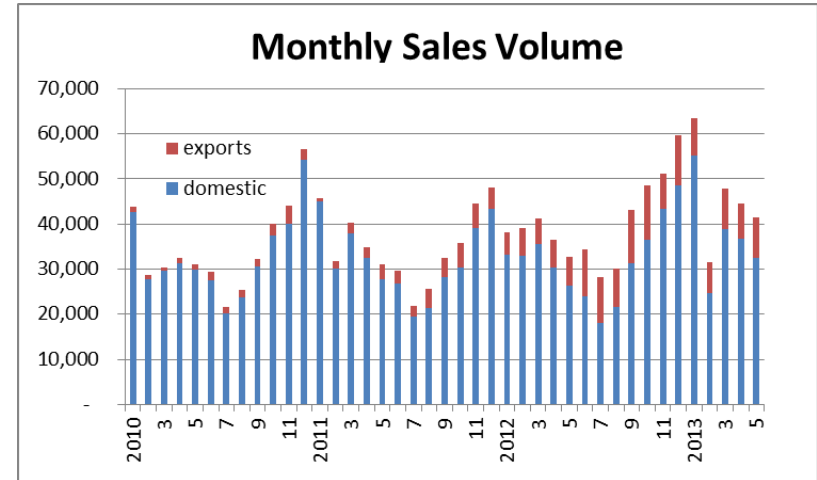
全球鹰
GLEAGLE



Vision

20,418 units +39% YoY

- Significant improvement in competitive advantages in brand image, product and service quality
- Technology cooperation with Volvo Car should further strengthen the Group's competitiveness
- Other positive drivers in 2013: (1) more 6AT models; (2) broader product range through more SUV and MPV models; (3) replacement of older models; (4) continued good contributions from new models in 2012
- Target to grow sales volume by 16% to 560,000 units in 2013





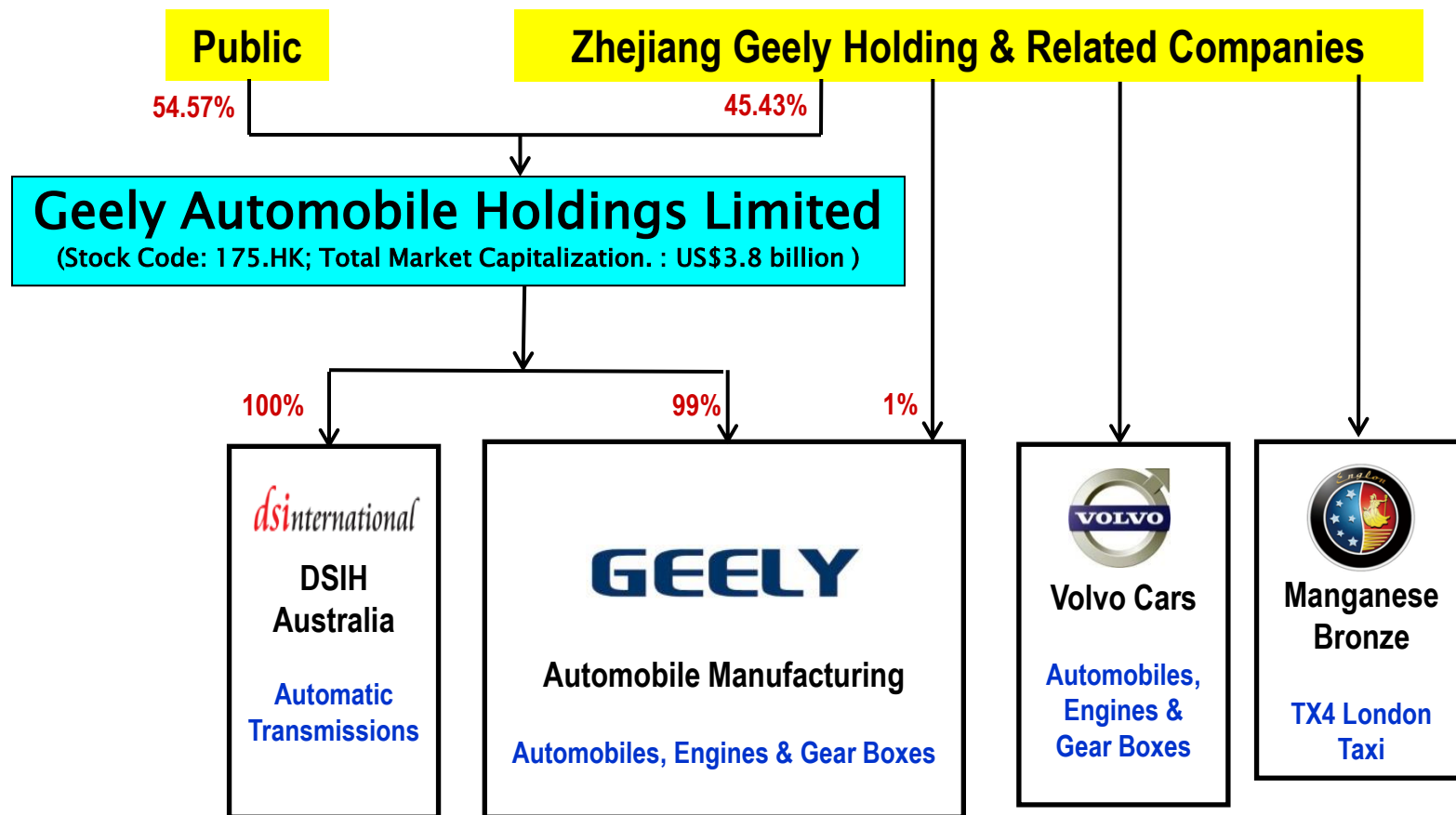
Geely KC



JLB-4G13T



JL-7DCT250F





Safe

Environmental Friendly

Energy Efficient



corporate website: www.geelyauto.com.hk

Note: Sources of all data contained in this presentation are from Geely Automobile Holdings, except specified otherwise.

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